Moving Beyond the Price Chart

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Since inception...

- Focus on core offering only
- "Distributor" of large telcos
- Technical infancy
- Spreadsheet sales
- Lacking innovation
- Scarcity
Last few years have resulted in...

- Low overall broadband penetration
- One of the lowest penetration of highspeed broadband in the world
- One of the highest per Mbps rates in the world
- Peak speed of just 12 Mbps as per Akamai’s State of the Internet Report for Q1 2014 (as compared to highest of ~68 Mbps)
- Total consumption of international Internet capacity substantially lower than even less populated countries like Taiwan and Singapore
Need of today...

• Focus on the potential rather than the core offering

• Scarcity to Abundance → “Why?” to “Why not?”
  • Monthly average usage > 30 GBs for FOX (Fiber Optic Xperience)
  • Peak usage ~600 GB in a month

• Product innovation
  • Move beyond just GBs and Mbps → bundling

• Design to deliver an amazing service → From complexity to simplicity
  • Helping customers do more, do better
Need of today...

• Build deep domain technical knowledge → move to technical maturity
  • Routing, DNS, Latency, Security, CGNAT
  • Overall QoE

• An effective IXP → locally relevant and useful content
  • Globally acceptable peering and interconnection policies
  • Open to all